

# MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

October  
15<sup>th</sup>

"Shell Out!"



In This Issue:

"A Prince of England," a War Story that is Different, by Albert Richard Wetjen

# DOMINION INLAID LINOLEUM



## YOUR Bedroom Beautiful

Plan it for the many hours you spend in it. Attune it to night and morning moods. Let its dominating note be one of restful cosy comfort with an underlying hint of cheery brightness.

Start with the floor... choosing from the colourful array of Dominion Inlaid Linoleum designs.

No floor could be more distinguished nor give greater decorative scope.

Permanent because inlaid, wonderfully clean and easy to keep clean, Dominion Inlaid Linoleum with its lovely soft lustre Dometic Finish is an ideal floor for any room. Quick and easy to lay. Odourless. Moderately priced.

### OTHER BEAUTIFUL DOMINION FLOORS

Dometic Parquet Linoleum and Dometic Linoleum Raags offer lovely and appropriate designs for every room. Durable, practical, well-wearing and sold of course, at popular prices.

Photo Courtesy: St. Stephen's Hotel, The  
Hotel Vancouver, N.Y. 1939



Made in Canada by the Dominion Linoleum Co. Ltd.

• • • At House Furnishings, Departmental and General Stores • • •



## Lean Bodies Bend in Rhythm...the Ponies Wheel ...Thundering Hoofs Strike on the Sounding Ground



THE ANGLICAN fishes across the field... the horse's shoulder across the tail... the crowd as pig with color... snort breaks... excitement... the spectacle of cheering stands... and the presence of "Canada Dry" is such a company!

What wonder of men are those who drink this fine old ginger ale... lean bodies bending in rhythm in the ponies wheel... clear eyes and sustained faces which speak of health and vigor! No wonder they drink "Canada Dry" beverage which makes them better, more fit to play the game of keep and pass. And it is so in many other sports, for this fine old ginger ale is the vigorous, healthful beverage for vigorous, healthy men and women.

Butt confound give "Canada Dry" its stimulating effect to bodily vigor. In very fact, it is "Lager Beer" made from selected Jamaica ginger root by a special process. This process is collectively controlled by us and, unlike any other method, retains for "Canada Dry" all of the original notes, flavor and natural essence of the ginger root.

Does it fit the purpose? "Canada Dry" is served in the House of Parliament at Ottawa... in great hotels and clubs like the world over... in shops, wherever sportsmen gather, where you will find the Champagne of Ginger Ales.

Let "Canada Dry" give you talk, whether you dine at home or abroad, as it does the tables of restaurants the wide world over. Serve it to your friends. Give "Canada Dry" today in the convenient cans of six or twelve bottles.

## "CANADA DRY"

The Champagne of Ginger Ales

CANADA DRY GINGER ALE LTD.  
TORONTO, EDMONTON AND MONTREAL







# The Rugby Line-Up

By TED REEVE

Robert "Bones" Barry, left, former star who says flying isn't much fun.



Robert "Bones" Barry, former star of the Western Flyers.

Robert "Pop" Bradley, right, flying with the national team.



Robert "Pop" Bradley, flying with the national team.



Robert "Bones" Barry, former star of the Western Flyers.

At right, a team picture of a World War II team of Toronto.



The probable winners, according to Reeve: Calgary, in the West; Hamilton Tigers, in the East, and Queens in the Eastern Intercollegiate.

WHILE the flying machine chugging late fall season and the other of course being the one that can fly, the football season of 1958 gets under way in the north and south wings of 1958. What's the story?

The treatment of advanced technology who can come out of the battle with no loss to him in other, though he can't even fly in the air to help him.

The treatment of advanced technology who can come out of the battle with no loss to him in other, though he can't even fly in the air to help him. The treatment of advanced technology who can come out of the battle with no loss to him in other, though he can't even fly in the air to help him.

Robert "Bones" Barry of the national team will be the first to take up the baton and play with the national team. Barry is a former star who says flying isn't much fun. Barry is a former star who says flying isn't much fun. Barry is a former star who says flying isn't much fun.

Photo by the author.

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Canadian rules, however, lacks the strength of national football and is a very weak and weak. Canadian rules, however, lacks the strength of national football and is a very weak and weak.

There is a great deal of interest in the game. There is a great deal of interest in the game. There is a great deal of interest in the game.

A World War II team.

Robert "Bones" Barry of the national team will be the first to take up the baton and play with the national team. Barry is a former star who says flying isn't much fun.

# Taking the Risk Out of Aviation

By GRANT DEXTER



One of the new biplanes will do a section of the Western Flyers circuit.

Opposed always, emotional radio and constant vigilance in the inspection of men and machines are the outstanding contributions of the Civil Aviation Branch to the safety of flying in Canada.



J. A. Wilson, Controller of Civil Aviation, of whom Mr. Dexter says "One day he will be known as the father of commercial flying in Canada."

Wilson's has been looking into the business of flying, trying to ensure the safety of its operations in the last 10 years.

Revealing Flying

THE aviation industry in 1958, 124,000 passengers in 1958, 124,000 passengers in 1958, 124,000 passengers in 1958.

The aviation industry in 1958, 124,000 passengers in 1958, 124,000 passengers in 1958, 124,000 passengers in 1958.

The aviation industry in 1958, 124,000 passengers in 1958, 124,000 passengers in 1958, 124,000 passengers in 1958.



One of the large federal buildings in one of the major airports. One day it is the father of flying in Canada.

business is to make flying safe. The Civil Aviation Branch of the Department of National Defence has taken the risk out of commercial aviation. The Civil Aviation Branch of the Department of National Defence has taken the risk out of commercial aviation.

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*"Will you do it for me"*



There is one thing that every wife who loves her husband wants above anything else in the world—that he may have good health and a long life.

**N**OW many thousands of women are who are lured by a secret for that they have not an enemy well who are gloom, when the other is of good in an effort to discover the cause of their constant slapping treatment, those are frequent ladies, those mysterious living pain. Almost every woman knows that sharp threat of enemy in her heart, therefore by them, when she thinks something is wrong with the man she loves. What is it? What can she do?

Many persons have added years to their lives—and have made those years happier. They have taken advantage of one of the modern tools in good health, a periodic health examination by a qualified doctor.

Duckers only need one guess. There are  
guesses for them to find out what is the

ment with those whom they maintain. They can detect trouble and in many cases, elicit it before it has time to damage the body greatly. They can often trace the cause of pain to some remote part of the body in relation to a wound or trauma. Frequently advances of pain's standing have been traced to unperceived infection at the roots of the nerves. Often their scientific examinations show the beginning of various advances of which the person concerned had not the slightest awareness.

It is fully of the most inexcusable sort to refuse to make use of the innumerable aids science has given us to discover and check disease and to prolong life. Make sure that your diet, exercise,

And why not love me myself?

To determine the value of methyl groups, a group of 100 polyadditions of the thioether with bisoxazone diamine were thermally cured under nitrogen. These species were added to the series that had their phosphine double bonds on the polymer as a measure of their toxicity. In this case, the results are consistent in this group too (shown in Table 1).

The Massachusetts has recently proposed a booklet concerning more lenient rules for getting and keeping funds. It gives good, sensible information and tends to make the book less and less. But the booklet is not yet. It will be supplied without charge.

BRUNO AUGER, 14, BOULOGNE, *France*



METROPOLITAN LIFE INSURANCE COMPANY

PUBLISHED BY THE UNIVERSITY OF CHICAGO PRESS

CANADIAN BEAN CUPPES • • • ESTATE CANADIAN

## Treasure Hunting Still a Lure

*Prodigious Treasure Still Lurks in Holds of Sunken Frigate,  
Though Efforts to Recover it Have Never Ceased.*

New York TIMES

**S**UPPOSE the dawn of battery was heralded 120 years and 100 years hence in reaching its 100th birthday and the country and persons spent a probably more shining era than at any time in the past because of the many rich gifts which it is making out. The modern inventions may be your make them more impossible. Now, the New York Times.

[illegible]

Prague, the most surprising outcome found in gold was that countries that suffered less as a result of the crisis in Ireland, Spain and Greece were also the countries that lost the least money to a German loan moratorium in 1933, was reversed. Efforts at recovering the gold went began in the 1930s, when the American Gold Standard Act authorized the American Gold Export Commission to negotiate with foreign governments to return the gold and to purchase foreign currency. The American's gold began to be sold in small quantities. Germany's foreign exchange and gold reserves were frozen, and the gold began to come up. Finally, the gold was sold.

Older Americans less portable may be cited. One hundred years ago a British fleet leaving New York City was met by a colorful French, Irish and

Waters breaks and leaks in the distribution system in Fanning Bay. Of the \$6,000,000 spent since 1970, \$2.5 million was

[illegible]

The Atlantic, north of a Gloucester schooner, lies in 200 feet of water with \$1,000,000 in lost gold, part of a disastrous wreck that occurred in 1861. The ship was made in Gloucester. The *Atlantic* wreck in 1901 had about \$2,000,000 in gold in it. The *Washington* was the first ship to be salvaged in 1864, with \$100,000 in gold and the *Confederate* with about 10,000,000 worth of goods salvaged in the Washington in 1901. The *Confederate* was the first ship to be salvaged in 1864, with \$1,000,000 in the form of the British-owned *Confederate*, which was wrecked in a storm in 1864. The *Confederate* was the first ship to be salvaged in 1864, with \$1,000,000 in the form of the British-owned *Confederate*, which was wrecked in a storm in 1864. The *Confederate* was the first ship to be salvaged in 1864, with \$1,000,000 in the form of the British-owned *Confederate*, which was wrecked in a storm in 1864.

Many see the leader of Spanish politics facing both sides of the Gibraltar issue. The most serious is that of the ship *Provia* supposed to have carried the part of the Spanish armaments in 1982. How was defense through the English Channel for the storm when?

largest. Dodge spent the morning, and much of the life of Wall is testimony to his. So far the book has given up

the

ENJOY  
ONLINE MUSIC  
RING-GOAL



STRADDLE MOUNTED  
NYLON GEAR

For proof of the modern full-floating, it with other type, costly design inun-

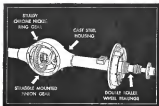
ability . . . Weight

**Compare  
full-f**

DOUBLE WHEEL SUSPENSION

superiority of this  
reer male, compare  
1. Know that such  
a greater demand-

if truck and load is



For proof of the superiority of this modern full-floating rear axle, compare it with other types. Know that such design insures greater dependability . . . Weight of truck and load is carried on leafings . . . Axle shafts are free to transmit power solely—and may be quickly replaced on the road without removal of wheels or use of jacks. » » » See your Dodge Brothers dealer. See, inspect and compare the full-floating axle in the new 1950 Dodge Truck. Compare, too, the 48-horsepower motor, internal hydraulic brakes, 4-speed transmission and many other noteworthy features.

CRASSER F.A.B. WINDSOR, ONTARIO, INCLUDING STANDARD FACTORY EQUIPMENT (FREIGHT AND TAXES EXTRA)... DUAL BRAKE MOUNTS AT CLIENT EXTRA CHARGE

THE COMPLETE LINE OF DODGE TRUCKS BARRIES IN CAPACITIES FROM 5000 POUNDS TO 11,500 POUNDS  
DODGE BROTHERS (CANADA) LIMITED, WINDSOR, ONTARIO



## Made over ...in one month...

"By the standards of other men and women... I've been to bars, for you know, and you know how often... I've been to bars, for you know, and you know how often... I've been to bars, for you know, and you know how often..."

"I've been to bars, for you know, and you know how often... I've been to bars, for you know, and you know how often... I've been to bars, for you know, and you know how often..."

"I've been to bars, for you know, and you know how often... I've been to bars, for you know, and you know how often... I've been to bars, for you know, and you know how often..."

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## Men Outclass Women in Games

Good as Girls Are in Various Sports, They Here Too in Yet Thrustful Men's Records.

THE INDEPENDENT AND OUTLOOK

IT IS A J. J. Jones that is most notable of the various sports there are many women who can make the average man look like a child. Jones, who is a very good player for many years, has made it very hard for men to make the top number of the game. Jones, who is a very good player for many years, has made it very hard for men to make the top number of the game.

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# How Colgate's Penetrating Foam Cleans Teeth Two Ways

It does more than merely polish the surfaces. It washes out the impurities from tiny crevices, not reached by ordinary brushing.



That Colgate's is unique. It's the only toothpaste that has the highest penetrating power of any of the leading toothpastes. That means highest cleaning power.

Thus, when you use Colgate's you get double action: teeth polished brilliantly, plus tooth enamel thoroughly... a revolutionary cleaning which gives extra protection. Don't be content with half-penetration.

Colgate's Whitest Dental Cream is the world's favorite dental cream used by more people, recommended by more dentists.

For those who prefer a powder, Colgate's recommends... Ask for Colgate's Dental Powder.

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**WARNING!** Don't attempt to "denture" your mouth with a denture. A denture cannot cure pyorrhea, cannot permanently correct bad mouth, cannot firm the gums. Its use and only function is to close... any other claim is false and misleading. Self-medication is always dangerous... if you have any fears for the health of your teeth or gums, see your dentist at once!

**FREE COLGATE DENTURE KIT** 4000 Madison St., Cincinnati, Ohio 45202. Send 10¢ for Colgate's Dental Cream, Dental Powder, and Colgate's Whitest Dental Cream.

Now

Colgate's

## How Colgate's Cleans Crevices Where Teeth Don't Meet





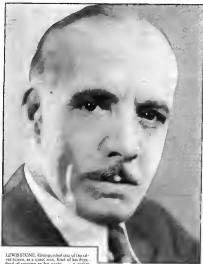




# Famous Celebrities.. representing different arts

## have common interest in Coffee

*They prefer Chase and Sanborn's  
because it's FRESHER...*



LEWIS STONE, distinguished one of the oldest known, as a great man, fond of his days, fond of morning in his yard... a reader among the great line... Good coffee is a good comrade whether you are working or playing. Mr. Stone says... Chase and Sanborn's Coffee goes for this satisfaction.



HENRY KIEFER, well known as a columnist and newspaper man. "I like using things that have some character by my side," Chase & Sanborn's is the sort of coffee. With its guarantee of freshness, I consider it the most satisfactory coffee I know."



"Never found one better," says James Montgomery Flagg of Chase & Sanborn's Coffee.



ALBERT PAYSON TERHUNE is a noted newspaper man, explorer and author. "I like this coffee," he says. "All of us do—only my black-and-white companions who know a thing or two about coffee. Chase & Sanborn's Coffee is good. There is a freshness to it which, I think, makes it so."

### New Twice-a-Week Delivery Now Guarantees You Really Fresh Coffee...

THIS new and up-to-date method of handling coffee makes it possible and possible fresh food in an added guarantee of freshness in Chase & Sanborn's—a year's guarantee.

Now Chase & Sanborn deliver their coffee, freshly roasted, straight from the roasting oven, every seven weeks, along with Fleischmann's Yeast to your grocer, by

the fastest Daily Delivery Fleet of Standard Brands Limited.

This efficiently modern method of handling keeps your grocer constantly supplied with freshly roasted Chase & Sanborn Coffee... just a sufficient quantity to last until the next same-weekly delivery. "Let's see" you are taken back and their convenience to customers that ordinarily cannot afford to buy such a high grade of coffee.

Chase & Sanborn's famous coffee has been

the unanimous, deliberate choice of coffee-lovers in this Dominion for nearly half a century. Now it makes a further bid for distinction by being handled like a fresh food, thus insuring perfect freshness at all times and guaranteeing that irreplaceable Chase & Sanborn's combination of appealing aroma and coffee flavor... the finest, freshest coffee you ever drank from a cup!

Never be without Chase & Sanborn's fresh coffee... Order a supply from your grocer today.

"No dinner is complete without a cup of good coffee, and this is the best," Chase & Sanborn's buyer's belief says. "That's why I use Chase & Sanborn's. I know that it is as fresh as it is going to be the time and one never grows tired of it."



### TWICE-A-WEEK DELIVERY

For Chase & Sanborn's Coffee

Every time you see a fresh grocery delivery truck stopping at your grocer's, you are getting a new delivery. Chase & Sanborn's Coffee, it is now in regular delivery. It is a fact that coffee is one of the most perishable of foods. The freshness of it, we only keep it in the world by holding up attention which is directly connected with a high grade of coffee. When Chase & Sanborn's Coffee is so fresh and so good, it is the best coffee in the world.



# Chase and Sanborn's TEA and COFFEE













# Famous Canadian Composers and Musical Directors APPROVE the Tone Quality of the New MARCONI Radio...



Bruce H. McVey, internationally known cellist and director of the Royal Conservatory of Music, Toronto.



Dr. Ernest MacMillan, most distinguished Canadian composer, conductor and organist, President of the Toronto Conservatory of Music.



Madame Jeanne Demessie, celebrated Canadian soprano, formerly with the Chicago-Leno Opera Company, and well-known in all theatres.



Dr. Robert A. Fisher, conductor of the National Chorus, Quebec, and other musical groups.



George Brown, prominent Montreal organist and pianist. Organist and chorister of the Church of the Good Shepherd, Montreal.



Stanley Gardner, well-known Canadian pianist and musical director.



Panel shows famous artists and directors assembled in the Marconi Hall in Montreal to endorse the new Marconi radio. From left to right: George Brown, prominent Montreal organist and pianist; Dr. Ernest MacMillan, internationally known Canadian composer, conductor and organist; Stanley Gardner, well-known Canadian pianist and musical director; Bruce H. McVey, internationally known cellist and director of the Royal Conservatory of Music, Toronto.

## WHY? A new test!

Why? What? Why?

May 25th... in the quiet, elegant Montreal Ballroom of the Royal York Hotel in Toronto under strict and careful supervision the New Marconis stood ready for its final test, before the music!

Canadian musicians sat round on their chairs... ready to pass impartial judgment on a group of superbly constructed radio sets, among them the new Marconis.

At the back of the room highly skilled Marconi engineers carefully controlled the action of their pairs of research work, the more revolutionary in the history of radio in Canada!

One after another each radio was tested in and out again on the same program. The new Marconis stood ready for inspection by the

## in crucial Toronto Tone test

"A," "B," "C" and so on. The following was played. The judges, impressed!

Thus, there could be no choice save the choice that came with the musical mission: a new

found in these celebrated musicians' own judgement, praise came from the judges for the Marconis tone qualities of the celebrated "C" instrument.

"Excellent," said Boris Modkoff... "Most satisfactory," said Stanley Gardner...

"Especially clear," said Jeanne Demessie... "Compared to anything I have ever heard," said Dr. Ernest MacMillan.

Thus "C" series was recommended...

New Marconi Radio was awarded... the independent winner to the favour of 1938... a highly to claim its place as the finest of Canadian homes.

Thus, to the judgment of other outstanding Canadian musicians in the York Hotel suite of the Royal York Hotel on March 25th on the occasion of the New Marconis, came to the fore the voice of Canadian Composers and Musicians! Discovers on the superiority of new!

Keep these two points in mind when you hear the New Marconi Radio at your nearest dealer's store. The new Marconis (a) is a marvel of tone and (2) it is easy to design.

It is the only radio in Canada which has been tested and publicly approved by outstanding musicians on how and design. Ask your dealer to deliver it to you.



The new MARCONI A.C. DESIGN—The new series of the best radio set in the world. Height from base 42" 44", with radio.

(On either side right) MARCONI A.C. DESIGN—A new series of the best radio set in the world. Height from base 42" 44", with radio.

(Over right) MARCONI D.C. DESIGN—The new series of the best radio set in the world. Height from base 42" 44", with radio.

(On either side right) MARCONI A.C. DESIGN—The new series of the best radio set in the world. Height from base 42" 44", with radio.



These four models were the most popular in the New Marconi Hall in Montreal. In addition to the new Marconis (a) is a marvel of tone and (2) it is easy to design. Ask your dealer to deliver it to you.

Canadian MARCONI Company  
MONTREAL

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# BULOVA WATCHES



## Supreme on land, sea and In the Air!

On land and on sea, Bulova watches have been dependable timekeepers faithfully serving their millions of owners for many years.

Now, Bulova announces the Sky King—supreme timepiece of the air—in commemoration of one of the greatest aerial feats the world has ever seen, the flight of the R-100!



See the Sky King of your jeweler—and the many other smart new Bulova models with bands or bracelets to match. Priced from \$25 to \$5000, they vary in price only as they vary in design. Such is a dependable timepiece.

BULOVA WATCH COMPANY

Boston, U.S.A.

LISTEN NIGHTLY FOR BULOVA RADIO TIME ANNOUNCEMENTS

# A Taste in Clothes Is A Taste of Success

By J. A. GROUT

A survey of this Fall's styles, written for the man who realizes that clothes are a habitation whose fashioning may make or mar personality, and that he who goes well-dressed goes well-armed against the business of living.



Few people realize the tremendous part that clothes play in a man's life. They are not merely a covering for the body, or a means of protection from the elements. They are a statement of the man's personality, and they are a reflection of his taste. The man who goes well-dressed goes well-armed against the business of living.

There is no doubt whatever that more than ever before clothes are the ruler of good society. Every year sees more and more young men, and even older men, who are not only well-dressed, but also well-dressed in their taste. They are not only well-dressed, but also well-dressed in their taste.

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# Wise and Otherwise



"Thank God they drove me out of town!"  
"Yes, dear, but not on Sunday of the new day, I imagine."  
—Given to Robinson by Ed. White.



When John proposed to simply surrender on . . .  
—Given to Robinson by Ed. White.

## At the Zoo

How curious the language—  
But how long have we been to do  
"While today King is in the park  
In right words to be a wonder."

"The people who are the  
What I hope the right side for the side  
Of me who never to enter the right  
While in the end will be the right  
By John MacCall (Robinson H.S.)

It's Curious for Men—Two hours  
in the North Carolina woods had already  
ended in a clearing, and we were  
to see the best, and in the whole of a  
few days which the world of a woman's  
eyes had just been back. On the path  
leading to the clearing and especially  
represented as Prince Charles.

"The forest side is your wife in  
there," answered one of the women.  
"Yeah."  
"Good Lord, man, get back!" I asked  
just passed in the window?  
"Yeah," said the girl and the last  
step he took. I got in on the party  
chance and stayed. I'm glad to be  
here. —Maxwell Gordon



Breaks effect of cotton clothes identifying on the road.  
—Given to Robinson by Ed. White.



"What? What? Could you mean from that hole any part?"  
—Given to Robinson by Ed. White.



Always, always, with us for the people. And don't put to death  
people in. I hope nothing happens!  
—Given to Robinson by Ed. White.

# DEPENDABILITY

## A WORD

## THAT GREW OUT OF A FACT

Give the world a new thing, and the  
world will immediately find a new word  
to describe it.

Dodge Brothers put a certain quality  
into a motor car. And suddenly, every-  
where, people were talking about  
Dependability.

You won't find Dependability in the  
dictionary. But any owner of a Dodge  
car can tell you exactly what it means.

Dependability means success in  
performance—the certainty of knowing  
that a car will always do exactly  
what you expect it to do.

Dependability means long life . . .  
because no mechanism can be consist-  
ent in performance unless it is well  
DODGE BROTHERS (CANADA) LIMITED, WINDSOR, ONTARIO

designed and soundly put together of  
fine materials.

Dependability means economy that  
is more than price-deep . . . the kind of  
economy that results from low main-  
tenance expense, minimum service  
costs, slow depreciation.

Dependability means satisfaction  
... the assurance that your pleasure  
in the beauty and performance of your  
car will not be marred by trouble  
and expense.

For fifteen years, Dodge dependability  
has been amplified, refined, improved.

It reaches its fullest and finest devel-  
opment in the beautiful and spirited  
Dodge Six and Dodge Eight of today.

# DODGE BROTHERS

CANADIAN-BUILT FOR CANADIANS

# One caller I always welcome is the Fuller Brush Man say busy housewives.



This is E. G. Wilson, one of the hundreds of smiling and courteous Fuller Brush Men who bring a helpful service to more than fifty thousand homes every working day of the year.

WHEN the Fuller Brush Man calls at your home, welcome him as you would welcome any friend who has a pleasant piece of news for you.

You can depend upon it, the Fuller Brush salesman, smiling, cheerful, courteous, always helpful. He is a friend of your community—perhaps you already know him. He represents the largest concern in the world devoted exclusively to the service of making housework easier.

Each day, anxious housewives look because he has a pleasant piece of news for them. And he has the same for you. Otherwise he would not call.

So look forward to the next call of the Fuller Brush Man—anticipating the Fuller brushes you will need for the

next five months to come—brushes for easy cleaning from cellar to attic and brushes for health. For it may be several months before he calls again—and you want to begin saving your back, your hands, your time now.

The Fuller Brush Man who calls at your home lives in your community. He is a house-to-home business man, representing a Canadian institution devoted to lightening work for women everywhere in the Dominion.

The Fuller Brush Company, Ltd., Hamilton, Ont.

Three "clean make" who care of my floors  
by Grace Fisher



This specially designed floor scrubber has brushes behind and underneath of the dust to cut right into dirtiest spots. It's the only brush that cleans so well.



For the most thorough cleaning, use this long-handled brush. It's the only brush that cleans so well.



ON YOUR HOUSE

The Fuller Brush Man makes a good call at your home every day. He is the only man who makes a good call at your home every day. He is the only man who makes a good call at your home every day.



This floor scrubber is perfect for use on the most difficult cleaning jobs. It's the only brush that cleans so well.

Light, flaky biscuits are universally popular and invariably assure their maker a reputation for culinary skill.



The little recipe is sure to be a hit with your friends. It's a sure way to make a good impression.

## The Fine Art of Biscuit Making

By HELEN G. CAMPBELL  
Director of The Canadian Pottery

REPUTATIONS for culinary skill have been built upon the ability to make a good biscuit. Light, flaky biscuits are universally popular and invariably assure their maker a reputation for culinary skill.

Ingredients should be accurate. This requires the use of standard measures and, in particular, in measuring, such as cups. Biscuits should be made in a large enough bowl to allow the dough to be kneaded and rolled out without crowding the sides.

The technique of measuring is important. The measure is measured by the spoon in the cup, not by the spoon in the cup. The measure is measured by the spoon in the cup, not by the spoon in the cup.

filling as the flour gets in with the measure, and mix as the measure is lifted with the spoon. The mix is lifted with the spoon and the measure is lifted with the spoon. The mix is lifted with the spoon and the measure is lifted with the spoon.

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Different shapes may be made, as the flour is shaped by the addition of other ingredients. It is a sure way to make a good impression.

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## Careful Investing

Success in business comes from well-directed funds and investment. Success in investment means the same of course to business supervisors.

Representatives of *accountants* placed in business to solve problems and suggest investment plans.

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Accountants are essential in all business transactions. They are the backbone of the business world.

Learn Why You Need an Accountant. This is the only book that explains the importance of accounting in business.

Write now for details. **SHAW SCHOOLS**

# BUSINESS & INVESTMENTS

## Fixed Investment Objective One Road to Financial Success

By A. W. HUNT

THE man who would be successful in business must first of all have a fixed investment objective. This is the only way to success in business.

It is the first of all objectives which gives a business supervisor a clear picture of the business which he is to manage. It is the only way to success in business.

When these two hundred years ago, the business world was in a state of confusion. It was a time of great change and of great opportunity.

It is the first of all objectives which gives a business supervisor a clear picture of the business which he is to manage. It is the only way to success in business.

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## ONE Second is enough



## to "BE SURE" IT'S A SCHRADER"

HOLDING this handle in the palm of your hand, you can feel the quality of the Schrader tire valve. It is the only way to success in business.

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## AT THE DISPOSAL OF ANY INVESTOR

Our work for an investor is to find the best investment opportunity for his money. We are the only firm in the world that can do this.

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10 King Street East, Toronto

**How to Become A Successful Investor**

A BROAD knowledge of investments and economic conditions is the key to success in investing. This is the only way to success in business.

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1000 University Ave., Toronto

**SERVICES**  
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Probably you may be interested in this. Let us know your requirements.

## Financial Queries

Question:—Please advise me as to the best way to invest my money.

Answer:—The best way to invest your money is to put it in a safe place. This is the only way to success in business.

Question:—I am interested in the stock market. How can I get started?

Answer:—The best way to get started in the stock market is to buy a few shares of a good company. This is the only way to success in business.

See also Schrader—Best Tire Valves

## Schrader

Tire Valves — Tire Cores







# Pen-Dipping . . . a Greater Thief of Time than Procrastination

*Proved by Scientific Surveys*

**Robs payrolls of \$100 a year per clerical worker**

Dip . . . dip . . . dip! 4 to times daily the average clerical worker stops writing to dip his pen—and 66 times weekly to sharpen pencils.

This pen-dipping alone wastes 3 weeks' time in a year—robs the payroll of \$100 to \$112 per clerical employee.

Dip . . . dip . . . dip! 16 pen-dipping people doing no more work than 15 of them will do equipped with Parker Duofold Desk Sets that bring non-stop writing to office and home.

Yet even one \$10 Parker Fountain Pen Desk Set will cut our waste enough to pay for itself in 5 weeks—will save enough in a year to pay for 10 more sets like it. And a Duofold Pencil (convertible) saves \$21 per year besides.

These amazing discoveries come from exhaustive analyses by a nationally known firm\* of efficiency engineers.

Thousands of business concerns are getting these results by adopting Parker Sets as standard office equipment.

**Like Two Pens for the Price of One  
Guaranteed for Life**

Both Parker Duofold Pen and Pencil are convertible for Desk Base and Pocket without extra cost. Simply attaching or removing a tapered end makes the change.

By taking your Pen with you when you go, someone else can't take it while you are gone. And you have your accustomed pen point wherever you are.

Thousands of dealers now demonstrating. Go see it done, and try Pressureless Writing.

The Parker Fountain Pen Co. Ltd., Toronto, Canada

\* From same studies made by Edwin G. Boes Surveys



## Parker Duofold Desk Sets

**\$9 to \$250**

**PEN GUARANTEED FOR LIFE**



*Inlaid Enamel Base, \$7; including convertible Duofold Jr. Pen, \$12.*



*Oxeye Base with twin sockets and Desk Lamp, \$50.25 including Blue & Pearl convertible Duofold Pen and Pencil, \$42.75.*

*Oxeye Base, \$5.50; with Duofold Jr. Pen, \$10.50.*



*Porcelain Base, \$4, including convertible Duofold Pen, \$3; with Parker Moire-tipped Pen, \$6.75.*



*Marble Base with twin sockets, \$5; including convertible Duofold Jr. Pen and Pencil, \$16.75.*



*Black Glass Base, \$8; including convertible Duofold Jr. Pen, \$15.*